

# Sports for Nature RfP on brand development: Replies to questions from interested parties

10 March 2023

**Note:** Some of the questions provided have been slightly modified or combined with similar questions to ensure the most concise response.

## Pre-Qualification Criteria:

1. Would there be any additional requirements for to complete, if the organisation has not worked with IUCN before?

**Answer: No.**

2. As an independent, would I qualify for this job?

**Answer: Yes, provided you meet the pre-qualification criteria outlined in Section 4.3 of the RfP.**

3. Would you like us to include photos of the team members with their CVs?

**Answer: This is not required.**

## Overall submission:

4. What is required for the overall submission due 15 March – is it just case studies and and a cost proposal?

**Answer: Please see Section 4 of the RfP, which lists the four main documents required.**

5. Is Attachment 3 – IUCN Contract Template - for information, and only required by the winning bidder once chosen?

**Answer: This is for information only at this stage, but it is the IUCN template for contracts that we would use if you or your agency were selected.**

## The Financial proposal:

6. Do you expect the maximum budget for the delivery of the outlined components (up to CHF 50'000) to include costs for the production and broadcast of communication and promotional tools, for example printed materials and ad campaign placements?

**Answer: This budget includes the brand development component, logo creation component and then **examples of branded communications assets**. This last component includes templates for presentations, badges and certificates for signatories signing-up to the Sports for Nature Framework and/or reporting on their annual progress, as well as an introductory “package” for sports, an introductory training presentation and two distinct branded training packages or toolkits for select sports.**

7. In addition to the table on page 4 of the RFP, do you have a second Excel template that we need to fill out showing the detailed cost per component/deliverable?

Answer: No, but you are welcome to provide one as part of the Financial proposal.

8. Do you have additional documentation or research that were used to draft the "Sports For Nature Framework" document? Is there a document on the impact of sports on nature and the environment?

Answer: The Sports for Nature Framework was developed following a global consultation with sports and reflects their input. Please see the link [here](#).

In addition, UNEP produced a handbook called, Sports for Nature: Setting a Baseline, which highlights the findings from focus group discussions with more than 100 sports organisations in 38 countries, and this also helped inform the Framework. Please see a link [here](#).

Prior to this, IUCN, with support from the International Olympic Committee, produced a series of technical guidelines for sports on biodiversity in regards to events, infrastructure and urban environments. These four reports can be found in the IUCN Library and via the link [here](#).

9. Is there a strategy or documented approach on how organizations that sign the framework are tracked and evaluated? How will sports organisations be assessed to see if they have met the requirement for each objective. Are there KPI's and/or evaluation matrices available for each objective? How would this be enforced globally?

Answer: All Sports for Nature signatories are required to report on their progress against the Framework's four principles annually. This online reporting system is under development and the overall results will be shared with the Secretariat of the Convention on Biological Diversity as a contribution to biodiversity from the sports sector. IUCN is leading on the coordination and reporting with the signatories. We recognise every organisation is different and will be at a different starting point, but the goal is to show measurable progress every year.

10. What is the strategy or approach on incentivising or rewarding organizations to sign the framework and meet their objectives?

Answer: Sports increasingly realise there is a nature and climate crisis, and the two are interlinked. This crisis is already having an impact on sports and many organisations are eager to take action. However, many sports do not have the capacity or know how they can help make a difference. By offering them tools, training and technical assistance, the Sports for Nature Framework helps them on this journey. In addition, the initiative will also provide positive results that they can then share with their broader stakeholders.

11. Can you provide us a list of the sports that have already signed up? Can you provide examples of concrete actions they have taken?

Answer: Please note we are still in the start-up phase of the project, but we are extremely proud to have 26 signatories to date. See the list [here](#). In regard to their current actions, some of these organisations already have sustainability strategies and activities in place and others are just beginning. However, there are numerous examples in the reports mentioned above. Also, to note, the Sports for Nature initiative will identify a handful of pilot projects in the coming months, which will receive more intense support and serve as models for others.

12. If you had to rank the 4 objectives in order of importance for sustainability what would they be. If you had to rank them in order of achievability for sports organizations, what would that be?

Answer: We believe that all four principles/objectives are important, hence why they are all included in the Framework. However, not all objectives will be applicable or as important to every sport. For example, protection might not be considered a priority for table tennis, but it could be a much more relevant action for canoeing.

13. Aside from the start date of the contract, what is the overall deadline for the final deliverables in the project? Is there a priority on deliverables that are to come first?

Action: We would like the Sports for Nature branding development and guidance come first, followed by the logo creation, and then to see this work applied to specific communications assets. While there is no set deadline, it is envisioned that this project should be **completed within six months**. This work is needed to roll-out the various components of the project.

14. Are there any other key dates or milestones regarding the project that we should keep in mind?

Action: We have several high-level opportunities to showcase this work as soon as it is completed, but we would expect to be using the guidance and logo at events in September at the latest.

15. Do you need us to provide the translation services for all the communication materials or only to provide several language layouts using translated text provided by IUCN? How many languages will there be?

Answer: We will need to ensure any key messages or accompanying taglines proposed actually resonate in several languages, including Arabic, Chinese, French, German, Portuguese, Spanish and Russian. But IUCN can help handle the translation of any drafts and provide the necessary feedback.

16. For any visuals that are not solely original illustrations by us, do you include any photo shoots or stock photos in the overall budget of up to CHF 50'000, for example for PowerPoint presentations, posters, and other collateral? Or do you have a multimedia database that we can pull from?

Answer: We do not have an extensive photo database or access to a photo service; therefore, these visual assets would need to be secured.

17. Do you already have a value proposition to include in the branding strategy, or is that something the agency should also develop based on existing materials?

Answer: We would expect the value proposition would be developed and articulated as part of the overall branding strategy.

18. When recognizing the key Sports for Nature partners, do you envision this to be visually, or through copy, for example as a joint logo, or as a signature every time the new Sports for Nature logo is shown?

Answer: We expect the Sports for Nature logo will be able to used on a stand-alone basis. However, as we are still in the initial phase of the project, we are often asked to identify the partners behind the initiative. Therefore, we most likely need an example of a Sports for Nature logo with the partners' respective logos (UNEP, the

CBD Secretariat, IOC, IUCN and the Sails of Change Foundation), and examples of how it can be used with by just one partner and/or a signatory. We are expecting the contractors may have advice or suggestions regarding these issues, in order to find solutions.

19. Do you need us to provide a trainer to deploy the training materials, or to run a train the trainer program?

**Answer:** No, this is not required.

20. Can you define what is meant by “creative guidance and feedback for the new web platform,” for example, do we need to include in the budget the cost of providing content for the platform as well? Or is the guidance to check that the brand guidelines are being respected?

**Answer:** We would like guidance to check that the new Sports for Nature platform embraces and respects the brand guidelines.

21. What exactly will the online platform provide? Is this a space for organisations to receive training? Is it interactive? Can organisations track their progress and so on?

**Answer:** This new platform has not been developed yet. However, the plan is for it to engage sports and serve as a resource for them, especially the sports’ signatories. It is likely to have a special forum section for exchange on the principles and/or key issues, as well as a reporting function for signatories. We expect it will also showcase the latest news, case studies and learning opportunities.

### **Regarding Component 1:**

22. What are the exact deliverables for the component Brand Development?

**Answer:** Please see the RfP TORs. It mentions a brand strategy, value proposition and possible key messages, taglines, etc.

### **Regarding Component 2;**

23. Will the logo be required in different languages i.e. English, French and Spanish for this proposal?

**Answer:** This will depend if the logo is accompanied by any associated text. As noted before, the logo and any descriptors will need to work in several languages.

24. For guidance on the application of the logo and other artworks, will the guidelines document be produced in English only?

**Answer:** No, IUCN will have to have this information translated into other languages.

### **Regarding Component 3:**

25. For quotation purposes, can you expand on the deliverable assets ‘Branded templates for presentations, badges and certificates, banners, reports and issue briefs, for print and digital use’?

**Answer:** We are interested in seeing how the Sports for Nature brand guidelines and logo can be applied to various materials that we will need to produce going forward. For example, if we want to provide signatories with an annual badge for reporting their progress, what could this look like? Other examples, such as a certificate, report cover, social media card, etc., would give us a template to follow going forward.

26. Can you quantify the numbers required of each category?

Answer: We are only looking for branded templates that we can use (or modify) going forward. This is intended to show how the brand would be applied and also provide use with some practical, ready-to-use guides.

27. Will the assets be in English only or will other languages be required?

Answer: Your proposal only needs to be in English, but we will need to explore how any final designs, text, etc., work in other cultures and languages.

28. Are the presentations Powerpoint presentations?

Answer: Yes, powerpoint is a preference, or an equivalent compatible platform.

29. Are reports and issue briefs A4, and for estimating purposes how many pages in each?

Answer: Issue briefs are usually 4 pages long, while reports can vary. We will work mostly in A4, but some of these materials may need to be modified for US audiences. We do not expect this will greatly influence costings.

30. For the items below, can you expand more on the scope, content, format and envisaged length of the packages and presentation:

- A branded introduction package for sports, for online distribution and printing?
- A branded introductory training presentation outlining the nature journey?
- Two distinct branded training packages for select sports that can serve as models?

Answer: The Sports for Nature team would provide the main content for these packages, but we would like to ensure that they reflect the new brand. We would also like to hear your creative ideas regarding what other products we could provide to the signatories and/or trainees, in addition to the presentations. For example, do they need a general brochure to share with their colleagues and managers, an app to track their progress, or a space on the website to showcase their achievements, etc.